FW Murphy's HelmView™ displays combine easy integration with user friendly configuration.

2011 POWER IN TRANSITION

Compiled by Turnkey Communications & P.R., Inc.

The list of "must-have" electronics aboard today's boats, along with an ever-increasing number of other electrical appliances and equipment, just keeps on growing. Not to be outdone, designers of the current crop of marine power management systems are doing their usual great job of staying ahead of the trend, as will be evident to anyone reviewing our "Power In Transition 2011" section.

They continue to respond to boaters' escalating call for "more power" by manufacturing complex onboard power management systems that more than meet the need. This is especially true on larger boats, where the demands on these systems grow season after season.

Today's systems also are more efficient, easier to use and offer vastly superior quality and maintenance characteristics than those built just a few years ago. And, they address the growing desire by boaters to have a minimal impact on the environment while operating their watercraft.

Inside this section, you'll find offerings on the latest in onboard power management systems and components, outboard motors, marine batteries, power management software, newly designed connector plugs, battery chargers and more. You'll also find information on LED lighting and state-of-the-art marine helm displays.

With the cost of energy on the rise, and boaters' power consumption needs growing, this section serves the need of market-savvy suppliers and engineers who want to develop products that deliver the energy boaters need, more efficiently and with less hassle, while saving them operating costs in the process. So please, read on!

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ODYSSEY THE EXTREME BATTERY *www.odysseybattery.com* pg.**47**

SCANDVIK *www.scandvik.com* pg.**48**

Displays that Deliver Total Integration and Customization

While many electronic displays require manufacturers to work within a predetermined design and configuration, **FW Murphy**'s HelmView™ line of displays deliver the highest level of customization through a unique combination of flexible hardware and software options – all of which can be tailored to boat builders' custom needs.

Murphy's HelmView products – the HV1000, HV1000i, HV700 and HV450 – provide boat manufacturers with the right combination of display and customization for all of their needs across models. "The HelmView displays come in four screen sizes, and all feature a modular design that allows boatbuilders to customize the hardware – but it's the configuration software that make the HelmView displays be whatever they want it to be," said Jinger McPeak, marine focused business unit leader at Murphy.

PowerVision™

The PowerVision™ Configuration Studio gives engineers simple but powerful tools for design and display customization.

Murphy's PowerVision software is an intuitive tool that allows boat manufacturers to choose how they want the boat information displayed. The software offers varying levels of control – from basic display options to in-depth custom programming through C-code scripting capabilities. The easy-to-use customization tool gives equipment manufacturers the flexibility to create a truly unique display. "The PowerVision Configuration Studio gives any builder total flexibility to create a unique customer interface that reflects their company and their brand," said McPeak.

> **"The HelmView displays come in four screen sizes, and all feature a modular design that allows boatbuilders to customize the hardware."**

The configuration software allows users to modify the look and feel of equipment screens and machine information from a personal computer. The configuration tool provides equipment manufacturers a base library of templates and custom screen designs, as well as the ability to upload their own images to design uniquely customized screens. "Even if the boat company does not have the resources or expertise to make these changes themselves, this tool allows Murphy to help them develop their display and configuration faster and more efficiently making the entire project require less resources in total and thus less cost" says Jinger McPeak.

Designed for flexibility

Users can alter more than 100 J1939/NMEA compatible parameters, as well as change the composition of the screen to include specific gauges, graphs and onscreen text. In addition to parameters, boat builders can edit troubleshooting information, such as diagnostic codes, and assign corrective action messages that display when a fault has occurred. Users can also link bitmaps to parameter data for graphic alarms.

For boat manufacturers looking to create a one-of-a-kind display, the configuration software allows users to write their own applications using in-depth custom programming options.

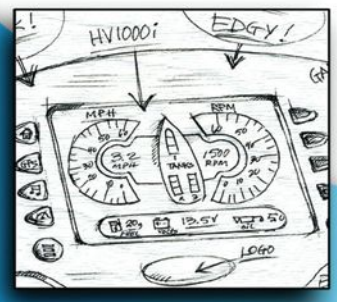
"The PowerVision Configuration Studio is versatile enough to handle even the most demanding programming and applications," said McPeak. "In the end, it will allow the partnership between Murphy and the boat builder to accomplish more in a shorter period of time with a result that is worthy of the signature product on the boat dash."

EControls partnership

While the configuration software provides an unprecedented level of control over the interface, the HelmView line also features a new level of integration across the vessel. Murphy

COMPLETELY
CUSTOMIZABLE
DISPLAYS

Design it!
The fully modular build lets you pick and choose your exact hardware changes.



Customize it!
The configurator software gives you intuitive drag-and-drop control over the screens, menus and interface.

App it!
Easily extend your featur with custom apps. Add cru control, stereo control, map user profiles and more.

MURPHY®

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has an ongoing partnership with EControls, a manufacturer of engine control and emissions systems, to create tools that can easily integrate a full range of boating functions. “With EControls, we have a tool box of components that we can use to tie several new elements of a boat through the display,” McPeak said.

Both companies are vertically integrated with each other, she added, giving them much more control over the details that keep their equipment production efficient.

“We do our own bonding and our own PCB’s," said McPeak. "This gives us more control over quality and supply base. It allows us to go quicker to market. We can change as quickly as our customers demand change”

Power Distribution Module

The latest tool to come out of this partnership is the Power Distribution Module (PDM), a simplified way of connecting critical vessel information. The PDM allows users to monitor up to 20 inputs and control 12 high-current outputs. Various loads, such as coils and motors, can be directly switched.

The PDM is designed for use in 12-volt systems and supports CAN J1939 communications, which allows users to remotely monitor and configure inputs and outputs. In addition, the PDM features solid-state circuit protection which eliminates the need for fuses. The PDM provides current and voltage feedback for actuator protection and accuracy.

As a result, the HelmView displays combined with the PDM can easily integrate ballast control, trim tab control, lights, bilge, blowers and more. “We are able to simplify the wiring of the boat, the configuration of the boat, and have the ability to combine both controls and display into one central command interface through the HelmView display,” McPeak said.

PowerView™ Configuration Studio allows several levels of customization, from drag-and-drop graphic editing to scripting.

Because of the flexibility of the hardware, the HelmView hardware, software and additional modules can be applied to fit exactly with nearly any marine niche.

“Once we developed solutions for certain niches -- such as lights, cameras, stereo for tow-sport boating or live wells and ballast for freshwater boating -- it’s simple to apply what’s needed to other niches and expand it further,” said McPeak. “Between our marine applications expertise and EControls’ engine expertise, we are the total experts on the vessel. We have the knowledge to deliver total vessel integration in a way that is simple to install and use.”

HelmView™ displays deliver a high level of customization through a combination of flexible hardware and software.

For boat manufacturers looking to create a one-of-a-kind display, the configuration software allows users to write their own applications using in-depth custom programming options. The configuration software is versatile enough to handle even the most demanding programming and applications.

For more information contact Murphy at 918-317-410, or visit www.fwmurphy.com.

FW Murphy's HelmView™ displays are the world's most fully-configurable displays. Every aspect gives you total control over the hardware, software and operator experience.

Murphy’s fully-configurable displays are available in 7 and 4.3 inch models.

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Company's Recent Acquisition Offers Many New Customer Benefits

Over the past few years, **Mastervolt** has continued to innovate, winning multiple global product awards. It has strengthened its position in the North American market working with production boat builders, adding distribution and entering the marine retail market.

2011 marks a new era for the company. In December 2010, Mastervolt was acquired by Actuant Corporation, a diversified Wisconsin-based (USA) public company (NYSE: ATU). Among Actuant's many product lines is a marine electrical division comprised of leading brands such as BEP, Ancor, Marinco Guest, and Acme.

"The synergies between our companies were undeniable and reached beyond our markets and products to our corporate philosophies and cultures," said Paul Kenninck, former CEO of Mastervolt, and now Actuant electrical business segment leader for marine, mobile and solar. "The potential exists for us to provide complete electrical solutions - both products and systems - to a vast range of boats from entry level to super yacht."

The company is in the midst of the integration process as this issue goes to press.

"We understand that customers are looking to us to harness the power of these brands, create a cohesive company that continues to innovate, provide feature-rich, high-quality products and offer the technical customer support that our industry requires," said Bill Axline, President of Actuant Electrical. "We are focused on these goals as we take each step toward integration."

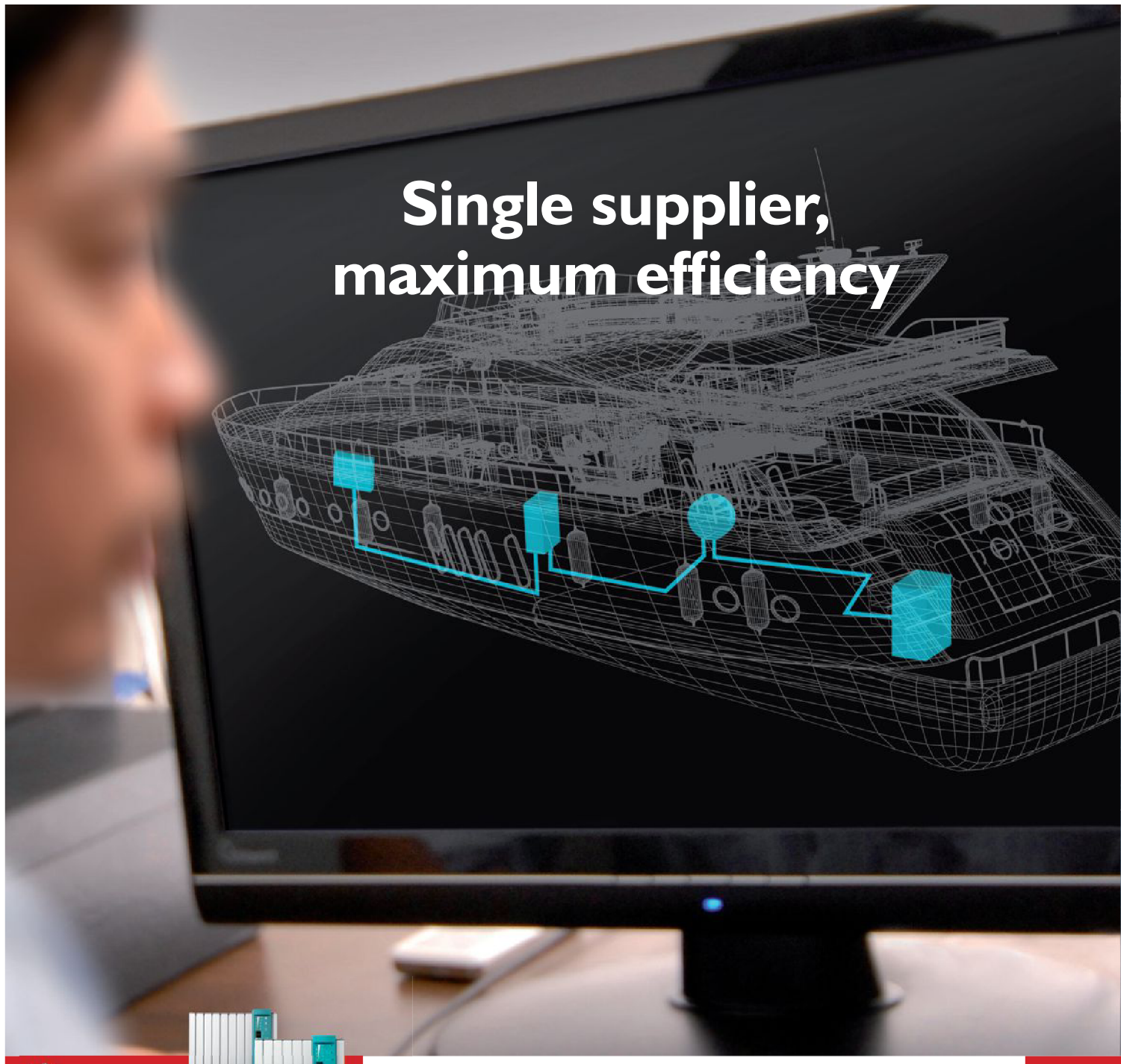
> **"In December 2010, Mastervolt was acquired by Actuant Corporation, a diversified Wisconsin-based public company (NYSE: ATU)."**

Also new in 2011 from Mastervolt are several innovative products.

6 Volt (6V) AGM [Absorbed Glass Mat] Batteries: For years, boaters have been using golf-cart size batteries on their boats. The 6V batteries tend to weigh less than the 12 volt alternatives, making them easier to maneuver. Until now, the majority of golf-cart-size batteries have been lead-acid, which require maintenance to work properly. Mastervolt is utilizing the size of the 6V battery but offering it in AGM technology. AGM batteries require virtually no maintenance since they are completely sealed and can be positioned in any orientation. These characteristics enable them to be used for both engine start and house or deep-cycle applications. In addition, AGM technology has a longer lifespan and is more forgiving about battery charging. With Mastervolt's focus on green boating, including its electric propulsion systems (many of which run on 48V) the 6V AGM battery line is a natural fit. Available now from Mastervolt, the product range includes 260Ah, 340Ah, and 400Ah batteries.

AC Power Analyzer: For several years Mastervolt has been expanding its Digital Switching offering. "The digital switching/multiplex market continues to evolve," said Menno Ligterink, General Manager, Mastervolt Americas. Boat builders have emerged from the recession and are looking for ways to set themselves apart from their competition with new technologies that are feature-rich, simplify installation and are user-friendly. "Ultimately, boat builders are recognizing the benefits and the intelligence of digital switching that cannot be achieved with standard electrical panels." The new AC power analyzer enables AC products such as isolation transformers or generators of any brand to be connected to Mastervolt's MasterBus system and allows these devices to be monitored from any desired onboard location.

GPX: Understanding that most boaters are sizing generators for peak loads, including the inrush current that occurs when



Ingenious total solutions from Mastervolt

Reduce costs and maximize your efficiency. Mastervolt offers an integrated total solution for onboard power including chargers, inverters, inverter/chargers, batteries, generators, digital switching, e-propulsion and more. Our unique space-saving MasterBus system makes installation a breeze utilizing our high-speed CANbus network. And you'll find everything incredibly easy to operate, whether locally, centrally or remote-controlled via text messaging. Build your system with Mastervolt. Go to **www.mastervolt.us/masterbus**

MASTERVOLT 1991 - 2011 20 YEARS
THE POWER TO BE INDEPENDENT

starting the onboard air conditioning or a large motor load, fuel and maintenance costs, size and weight concerns, and the effects of running the generator for nominal loads or simple lack of use, Mastervolt set out to improve generator technology. The result is GPX (gen-power-box). GPX enables the boater to size the generator for continuous loads, decreases fuel and maintenance costs and offers a better way to handle nominal loads.

In a single case, Mastervolt integrates a variable speed generator, battery charger and inverter, creating a true hybrid system. Thus, it utilizes battery power to manage onboard loads until they exceed the inverter's capacity, then seamlessly transfers to the variable speed motor which increases or decreases speed with demand. This provides the power to handle both peak and continuous loads.

Smaller generator, more efficiency, less budget

"Conventional generator sizing is dictated by the highest load demand. Although the average load on the generator is much lower, you end up with a generator that is far too large for the power requirement. Ultimately it consumes more of your budget, more space, and most of its run-time is at inefficient low load levels. The new Mastervolt GPX changes the need for this over-specification, reducing fuel consumption and noise levels as well," said John DeRijk, Mastervolt's Chief Technical Officer.

The Mastervolt GPX eliminates concerns about peak loads. For instance, the generator does not have to be started before the air conditioning is switched on. The inverter will power this load from the batteries for the first 30 seconds. After that the generator will start on its own. No attention is needed—it's fully automatic. The GPX offers several operating modes and will function according to the user profile selected: Eco, Performance, Minimum Generator Running, etc.

Mastervolt's 6-volt, 260 Amp Hours AGM Battery.

The GPX follows the pattern of Mastervolt products—plug n'play, simple installation and operation, and feature-rich, space and weight saving solutions that provide optimal power. With the GPX concept a smaller generator can power the loads since the battery helps deliver peak power. The generator will never run with small loads or even idle, saving the most inefficient running time which results in better fuel economy and less maintenance. Mastervolt boast its highly-efficient permanent magnet alternator converts the 'rotating diesel power' into electricity 10–20% more efficiently. Also, there is no energy loss in the transfer from generator to battery to inverter, adding even more efficiency. Last but not least, the compact dimensions of the housing also save space and weight.

The new GPX Hybrid Power.

GPX fits seamlessly with Mastervolt's two eco-friendly electric propulsion systems that optimize power and provide onboard green solutions.

With more than 30 engineers developing new products within this marine-focused company, expect a continual stream of innovative ideas from Mastervolt.

For more information, visit www.mastervolt.com.

Mastervolt's Mass Combi inverter/charger

An advanced battery charger and silent inverter combined in one compact unit. Space saving, efficient and quiet, the Mass Combi ensures you an optimal power at 120 or 230 V capacity. Applicable for all household appliances including sensitive electronics such as laptops or flat-screen TVs. Its high-frequent technology makes for a small, lightweight unit and brings an end to that annoying 60 Hz hum. Its high surge capacity makes it ideal for motor loads as well. Set your course in total comfort and peace of mind. Go to **www.mastervolt.us/combi**

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Award-Winning Engine Technology and Environmental Commitment

From automobiles and motorcycles to power equipment and outboard engines, the Honda name is synonymous with a proud legacy of technological innovation and leadership. **Honda Marine** introduced its first four-stroke outboard motor in 1964. Today, as the world's largest engine manufacturer, Honda sold approximately 27 million units globally across all product lines in 2010. This high production volume, coupled with the company's commitment to precision manufacturing techniques, has allowed Honda to remain a leader in four-stroke engine technology.

Honda continually improves its marine engine line by incorporating technologies from its highly advanced automotive and racing heritage. In order to maximize power output and durability, many Honda Marine outboards include exclusive technological features found in the company's most popular automobile engines, including the Honda Accord, Fit, Pilot, Odyssey, CR-V, and Civic.

Engineers work to ensure that every Honda outboard model sets a standard for fuel efficiency and ease of operation while staying true to the core Honda attributes of durability, quality, reliability and quiet operation.

Exclusive technology

The performance, power, and reliability of Honda Marine's four-stroke outboard engine lineup is attributed to a number of exclusive technological features such as Honda's Variable Valve Timing and Lift Electronic Control (VTEC®). First debuting in the high-performance Acura NSX sports car, VTEC® technology has since been integrated into the designs of the BF225, BF150 and BF90 marine engines, providing these flagship models a unique blend of power, torque, and efficiency at any speed.

Boosted Low Speed Torque (BLAST™), Dual-Stage Induction, Lean Burn Control, 3-Way Cooling, and a 4-Front Corrosion Protection System are just a few of the innovative design components that combine to deliver on Honda Marine's promise of outstanding performance, fuel efficiency, and reliability.

5-year warranty

Honda Marine also offers an industry-best 5-year, non-declining factory warranty. The program offers true Honda factory backing in comparison to outsourced, extended service contracts often offered by other manufacturers. Standard on all Honda engines purchased for recreational use, coverage for the True 5 warranty is the same on the last day as it is on the first.

Honda Marine is proud to be an industry leader and standard bearer for excellence with new innovations, products and design enhancements. As a seven-time recipient of the National Marine Manufacturers Association (NMMA) Customer Satisfaction Index (CSI) Award (2004-2010), and four-time recipient of the J.D. Power & Associates award for customer satisfaction with four-stroke outboard engines (2005-2007, 2009), Honda sets an industry standard for customer satisfaction.

Environmental responsibility

Honda Marine believes that ultra-low emission levels are essential to the protection of global waterways. In fact, Honda Marine's full line of current production models meets rigorous California Air Resources Board (CARB) 3-Star standards, ensuring their availability and regulatory compliance in all 50 states. Additionally, Honda's full line of four-stroke outboards meet current emissions standards put forth by the Environmental Protection Agency (EPA).

Honda uses its expertise as the world's largest engine manufacturer to perfect clean, quiet, and economical four-stroke engines. While two-stroke engines rely on gas or air to carry a thin film of oil to critical components, Honda four-stroke engines bathe internal components in oil under constant pressure.

Ports in two-stroke cylinders and pistons accelerate piston and ring wear, but because there are no intake and exhaust ports in four-stroke cylinders or pistons, they can run with tighter tolerances for longer life. By extension, cleaner, cooler-running Honda outboard engines last longer, and require less maintenance and service than two-stroke engines.

About Honda Marine

Honda Marine, a division of American Honda Motor Co., Inc., markets a complete range of outboard marine engines. Its comprehensive product line is powered exclusively by four-stroke engines.

For more information, contact Honda Marine at 678-339-2606, or visit ca.hondamarine.com.

Batteries Designed to Meet Today's Growing Demand for Onboard Power

Advances in electronic technology in recent years have increased the number of devices available for use onboard both commercial vessels and pleasure boats, which in turn increase the burden on the boat's source of electrical power. Meeting these growing demands, as well as the existing demands for starting, lighting and ignition (SLI) and trolling, require that marine batteries deliver electrical power that is both substantial and reliable. Leading industrial battery manufacturer **EnerSys**®, continues to provide an effective solution with its line of **ODYSSEY**® Trolling Thunder®/Marine Dual Purpose batteries.

"While powering the increasing number of onboard data and communications components," said EnerSys Director of Marketing - Specialty Markets Jason Searl, "ODYSSEY Trolling Thunder/Marine Dual Purpose batteries combine twice the overall power of conventional marine batteries with a deep-cycle capacity of up to 400 cycles at 80 percent depth of discharge (DOD), which more than compensates for the demands of trolling."

ODYSSEY batteries offer deep-cycling capacity with massive cranking power.

Maintenance-free

ODYSSEY batteries' thin plate pure lead (TPPL) design provides 15 percent more surface area than conventional spiral-wound, six-pack plates, enabling ODYSSEY batteries to deliver up to 40 percent more reserve power while offering a smaller footprint that occupies less space in the boat.

In addition to TPPL design, ODYSSEY batteries feature absorbed glass mat (AGM) dry cells that that do not leak or spill electrolyte. AGM dry-cell design eliminates the risk of acid spills and enables the batteries (with the exception of model PC-1800-FT in the ODYSSEY Trolling Thunder/Marine Dual Purpose line) to be mounted in any position but inverted. Additionally, AGM dry cells eliminate the need to add water, making ODYSSEY batteries maintenance-free.

The overall design of ODYSSEY batteries enables them to tolerate high-impact shock and mechanical vibration, which are leading causes of premature battery failure. ODYSSEY Trolling Thunder/Marine Dual Purpose batteries offer three times the service life of conventional marine batteries. In addition to durability, the sealed design ensures that gases are recycled internally during operation and charging.

Wide range of applications

With six models in the line, ODYSSEY Trolling Thunder/Marine Dual Purpose batteries cover a wide range of marine applications. Among the models is the 31M-PC2150, which features an improved terminal configuration that better meets the demands of marine use. Its specially molded bus bar enhances vibration and rotation protection, and the improved flame arrestor safely and efficiently vents hydrogen gas in the event of severe overcharge.

Another model in the line is the 34M-PC1500, which provides the combination of superior SLI power with deep and frequent DOD for outboard motors and similar marine applications. Its sealed design enables gas to recycle internally, which makes it safe to mount in passenger compartments.

The latest model in ODYSSEY Trolling Thunder/Marine Dual Purpose batteries line is the PC1800-FT. It provides greater power in a smaller footprint than conventional 8D batteries, which are six to seven inches wider. The other models in the line include the PC625, PC925 and PC2250.

When properly charged, all six ODYSSEY Trolling Thunder/Marine Dual Purpose battery models provide superior SLI power while withstanding deep and frequent DOD without significant power loss, in addition to handling the additional burden of onboard electronics that are common on today's boats. They also occupy less space, require no maintenance and offer service-life longevity.

For more information on ODYSSEY batteries, visit www.ODYSSEYbattery.com.

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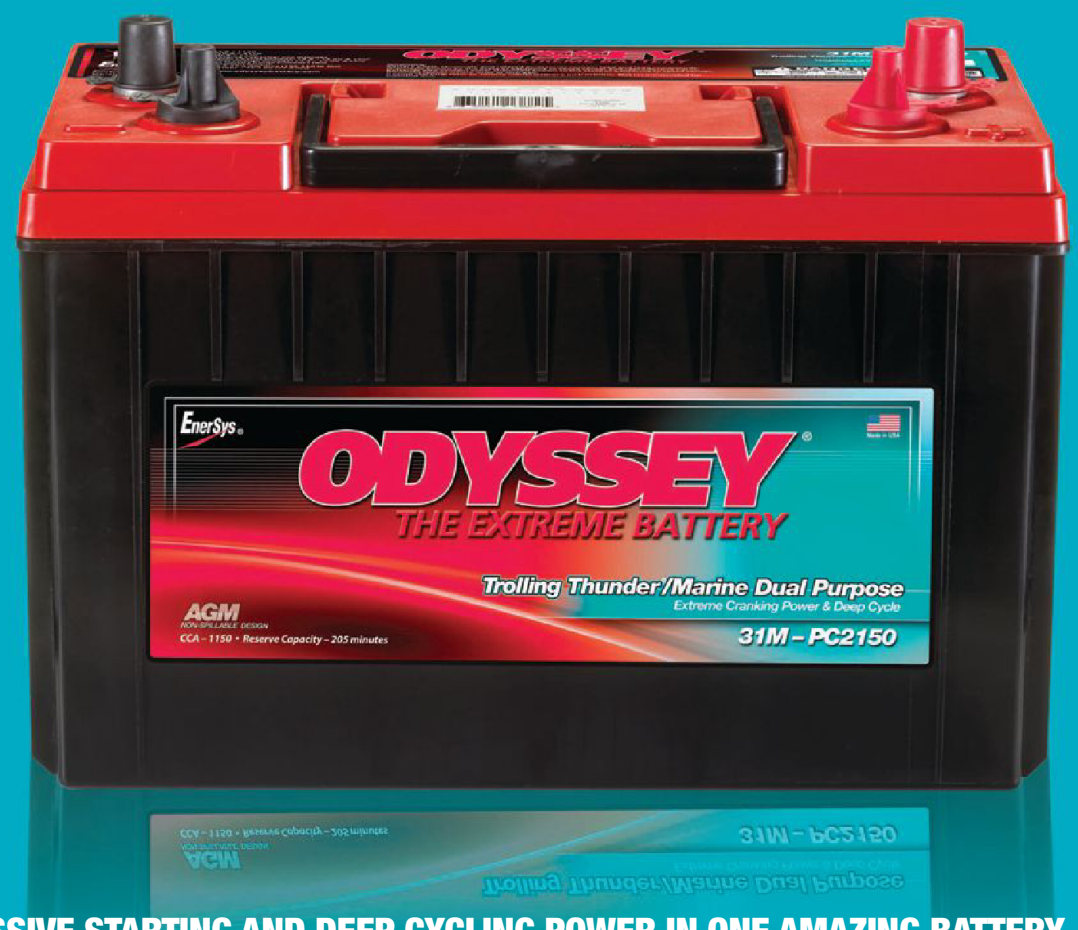


MASSIVE STARTING AND DEEP CYCLING POWER IN ONE AMAZING BATTERY

With 99.99% pure lead plates, the ODYSSEY® Trolling Thunder®/Marine Dual Purpose Battery delivers twice the overall starting power and three times the life of conventional design batteries. And its spill-proof, vibration-proof AGM design charges faster and more completely – ideal for powering trolling motors and onboard electronics. To find your nearest source, visit **www.odysseybattery.com.**

Powered by EnerSys® Power/Full Solutions

ODYSSEY® THE EXTREME BATTERY

Established Supplier of Marine Plumbing and Electrical Products

Over the past 29 years, **Scandvik, Inc**. has established itself as a leading OEM and aftermarket supplier of marine plumbing and electrical products. For the 2012 model-year, Scandvik is excited to highlight two of the many new products launched this year.

MDP/ Dolphin Premium

This third-generation battery charger has a new look with many exciting features. Now available in five models from 12v 10amp -12v 40amp and 24v 20amp, the Premium chargers have a new robust and compact casing. Installation is simplified by "plug and play" A/C and D/C connections and two external mounting points. All control features and settings, including four charging curves (technology settings) lead acid, AGM, gel, lithium ion, and power supply mode are adjusted externally.

RISC microcontrollers, which are used for the latest digital management, as well as an automated weekly equalization for all charging programs, are standard. All four models have three completely isolated DC outputs and the 25-amp and 40-amp models handle 90-230v AC input (auto-switch) (50-60HZ (+/-10%).

Complete with a two-year warranty, new packaging and a color manual, the MDP/Dolphin Premium line will be available thru most distributors and retailers at a competitive price.

> **"Whether you're looking for battery chargers or lighting, you're sure to find what you need by browsing or searching our wide variety of top-quality products"**

LED Spreader Light

Designed to reduce the amp draw on the ship's service, this flood light promises to be a winner. Two models are available to fit flush-mount and bracket-mount applications. The bracket-mount design includes an adjustable "passivated" stainless-steel bracket with a threaded bolt as well as an optional U-bracket for hard top installations. An anodized aluminum clamp is also available for mounting to 1" and 1 ?" tubing.

LED Spread Light is designed to reduce the amp draw on the ship's service

Constructed from a die- cast aluminum housing and marine-grade white coating, these lights are completely sealed for exterior marine applications. Light output is equivalent to a 50-watt halogen spreader light with 80-percent less power consumption. The LED drivers are equipped with RF suppression and will not interfere with VHF transmission.

- LED temp 158 degrees
- Working voltage 8-30V DC
- Beam angle 110 degrees
- 2 3/8" W x 5 7/8" L x 1 7/16" D (W/O Bracket)
- One-year warranty

The LED spreader light is available in bulk and retail packaging (four-color recyclable box) complete with mounting hardware and instructions.

About Scandvik

Everyone at Scandvik takes great pride in maintaining the quality traditions that have been the foundation for the company's success. Marine retailers looking for the right supplier will be impressed with Scandvik's extensive online catalog, while boaters shopping for products and pricing will love the company's online quote cart.

By providing everything from faucets to sail gear, Scandvik offers marine dealers and boaters everything they need to stay afloat.

"Whether you're looking for battery chargers or lighting, you're sure to find what you need by browsing or searching our wide variety of top-quality products," said Sebastian Blackman, president of Scandvik. "If you're curious about pricing, use our Quote Cart to receive competitive price quotes from retailers you select."

For more information, contact Scandvik at 1-800-535-6009, or visit www.scandvik.com.

Dolphin
premium
- Digital management with up to date RISC microcontroller
- Four Charging programs including one for Lithium-Ion-Iron-Phosphate with integrated BMS
- Charging program selection by internal dip switch
- Tri-color LED indicator
- Automatic weekly Equalization for all charging programs
- New robust and compact casing
- Thanks to Winsta (Wago) and Phoenix contact connectors wiring and connection is easy - user friendly
- Night mode (Silent - without fan) - 25A & 40A only
- Automatic 115/230V switchover - 25A & 40A only
- Three completely isolated battery outputs
SCANDVIK
Call 1-800-535-6009
Fax (772) 567-9113

Making Electrical Connections Safer and Easier

Prior to starting **SmartPlug Systems LLC**, Ken Smith was rebuilding yachts that had been damaged by fire. A marine industry veteran with over 40 years in the business, Smith discovered that in many cases, the fires originated from faulty shore power systems.

Sensing the current standard for these systems was unacceptable, Smith, with the help of top designers and electrical engineers, designed a shore power alternative, one that incorporated every safety feature they could think of. In less than 14 months, he took the SmartPlug concept from patent to market, and in March 2009, Smith introduced the first product in his marine shore power series; the 30-Amp Inlet and Connector. The basis for this fully adaptable and scalable system resulted in several patents and then a second system; the 50-Amp Inlet and Connector.

"We want boaters to be safe on the water, and utilizing a SmartPlug shore power system is a step in the right direction," said Mike Miller, SmartPlug's vice president of sales and marketing.

SmartPlug plug and inlet.

Distinctive features

To protect against the leading causes of shore power failure and fires, due to unstable connections and overheating, this system employs an asymmetrical sleeve configuration that can only be plugged in one way. The connector and inlet are designed to nest, so aligning the pins is easy, even in the dark. SmartPlug's pin design creates 20 times more contact surface than the old twist lock system.

To ensure a stable electrical connection, SmartPlug has stainless locking levers on both sides of the connector as well as a locking stainless inlet cover. Once the sleeve is aligned, the three straight pins slide directly into the connector with no twisting required. When fully secured, SmartPlug withstands a substantial amount of vertical force that is absorbed by the body's assembly, not the electrical pins.

With triple-seal weatherproof protection, moisture and corrosion are eliminated from the system. With the built-in thermostat SmartPlug automatically shuts off electrical current at 200 degrees F to prevent overheating and automatically resets at 120 degrees F to further protect your boat.

Telling testimonials

SmartPlug is a great option for OEMs, as well as for boat owners. They can install the SmartPlug's inlet and duel configuration cordset or retrofit plug system which allows them to simply upgrade the boat and keep the convention-al twist lock plug on the dock.

SmartPlug systems are certified to ABYC E-11 standards and are also U.S. Coast Guard compliant. In addition, SmartPlug is ETL and ETL-C certified, which means it meets US and Canadian standards.

SmartPlug has a growing OEM base with Nordic Tugs who now installs this shorepower alternative on its line of cruisers.

"We like the straight blade versus twist locks, whose lugs come loose and corrode," said Bob Shamek, the company's sales and marketing manager. "While other brands don't tighten as well, SmartPlug is easy to connect."

Insurance agencies are also embracing the SmartPlug concept. Several companies in the Pacific Northwest now offer a safety discount to boat owners who install the products.

"We've heard nothing but positive feedback from customers," said Paul Mendham, account manager for HUB International in Vancouver, British Columbia. "If it prevents just one fire, the product and discount have paid off."

"We're passionate about what we do and committed to a safer marine environment, largely due to our own personal affiliations," said Smith. " We are boaters, sailors and scuba divers. We understand the importance of protecting our families and friends."

For more information, contact SmartPlug Systems LLC, at 206-285-2990, or visit www.smartplug.com.

Automatic Load-Shedding System Eliminates Onboard Power Shut-Offs

It's an increasingly common problem on many boats: Someone on board turns on an electrical device, creating a power surge that overloads the circuitry and shuts off all the AC power. Now, the boat owner has to reset the shore or main circuit breakers by hand to restore power, which can be time-consuming and nothing short of a nuisance. In the past, the only way to avoid this scenario was to add a costly second power cord, or make frequent visits to the breaker panel to turn off various onboard functions temporarily in order to reduce the load.

Paneltronics offers an elegant – and effortless – solution to the problem: the Paneltronics Load Shedding System. When the onboard energy demand gets too high, this ground-breaking system automatically sheds up to three user-specified electrical loads in order to limit total current draw on the generator or shore power. When the total load drops below the pre-set limit, the system will restore power to those functions.

"This automatic shedding and restoring of loads occurs quietly behind the scenes and eliminates the nuisance caused by tripping the main and branch circuit breakers," said Nestor Quiros, Paneltronics sales and marketing manager.

OEM and aftermarket

This innovative two-component system can be installed on new production boats, or easily retrofitted to existing boats and electrical installations. "Installing the Paneltronics Load Shedding System during construction offers OEMs the flexibility of providing additional features and options to their customers while avoiding the costly addition of the second power cord," said Quiros.

The Paneltronics Load Shedding System is designed for 120VAC, single 30A shore cords and generator systems up to 75 amps. It automatically sheds up to three loads specified and prioritized by the user in advance, and automatically restores power to each load in a predetermined order. Recovery times for each load can be programmed into the system as well. Paneltronics' user-friendly display panel shows conditions for each load, while an ammeter indicates total system load and the amps required to restore loads.

Paneltronics' two-component Automatic Load-Shedding System

Over 30 years

This is just one of the many offerings from Paneltronics, a leader in the development and manufacture of electrical power solutions for OEMs, including power distribution panels and control systems, switch and instrument panels, custom enclosures and clusters. Paneltronics has served the marine, automotive, emergency response, specialty vehicle, construction and transportation industries for over 30 years.

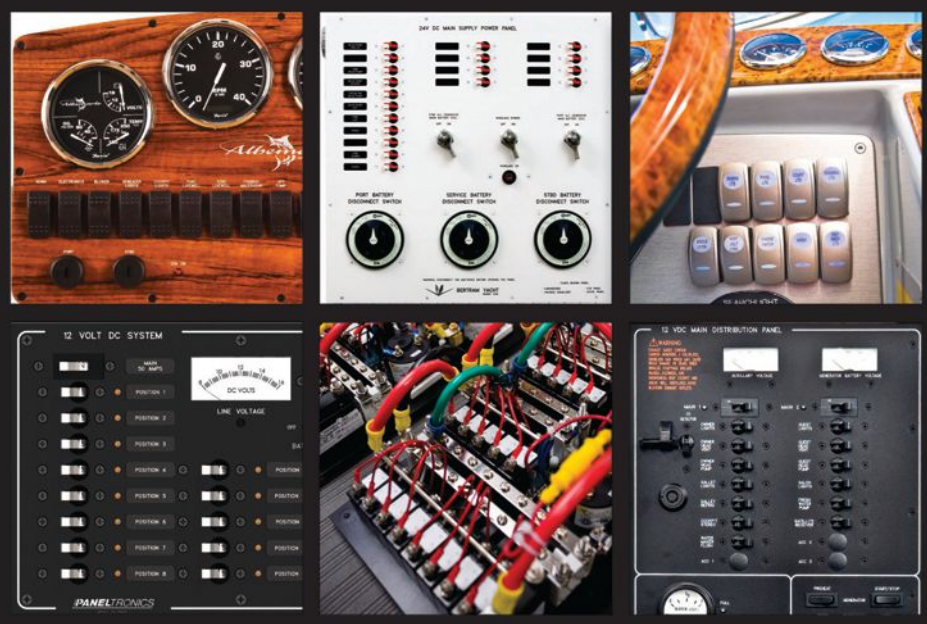
"Since 1979, Paneltronics' electrical panels, assemblies, and systems have been specified on a wide variety of industrial equipment, specialty vehicles, boats and trucks worldwide," Quiros said. "With more than 225 years of combined in-house electrical expertise and long-standing relationships with premier OEMs, Paneltronics offers a broad line of superior, well-engineered products and solutions."

Thanks to its commitment to providing quality products, service and integrity, Paneltronics is the supplier of choice for manufacturers worldwide. "At Paneltronics, we listen to your needs," he said. "Our experienced team of professionals use advanced manufacturing capabilities to assure greater quality. As a result, we constantly exceed customer expectations."

Paneltronics also focuses on incorporating value into all its products, Quiros added. "As a customer-driven industry leader, we provide imaginative and cost-effective solutions to all your electrical power distribution needs."

For more information on Paneltronics call 305-823-9777, or visit www.paneltronics.com.

PANELTRONICS® INCORPORATED
- Power Distribution Panels
- Circuit Breaker Panels
- Waterproof Switch Panels
- Instrument Panels
- Box-Build Assemblies
- Enclosure Assemblies
- Mounting Frames
- Parts & Components



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